

# Using Research Data to Advance the Movement

## The Special Olympics Program Toolkit: Turning Research Knowledge into Action

Karl Hejlik; Senior Manager, Health & Research Communications  
([khejlik@specialolympics.org](mailto:khejlik@specialolympics.org))



*Be a fan of acceptance, dignity,  
and the human race.*

# Why a Program Toolkit?



- Traditionally, SO has spread its message through stories.
- Data has power to amplify stories.
- Data can “prove” effectiveness.
- In tighter economy, donors, partners, etc... want to know their money is well spent, has a return on investment.



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and the human race.*

# What's in the Toolkit?

- Research information organized by category
  - Scope of the Need
  - Scope of Special Olympics
  - Impact of Special Olympics
  - Special Olympics Initiatives
- Findings at a Glance
- Call for Action
- Talking Points



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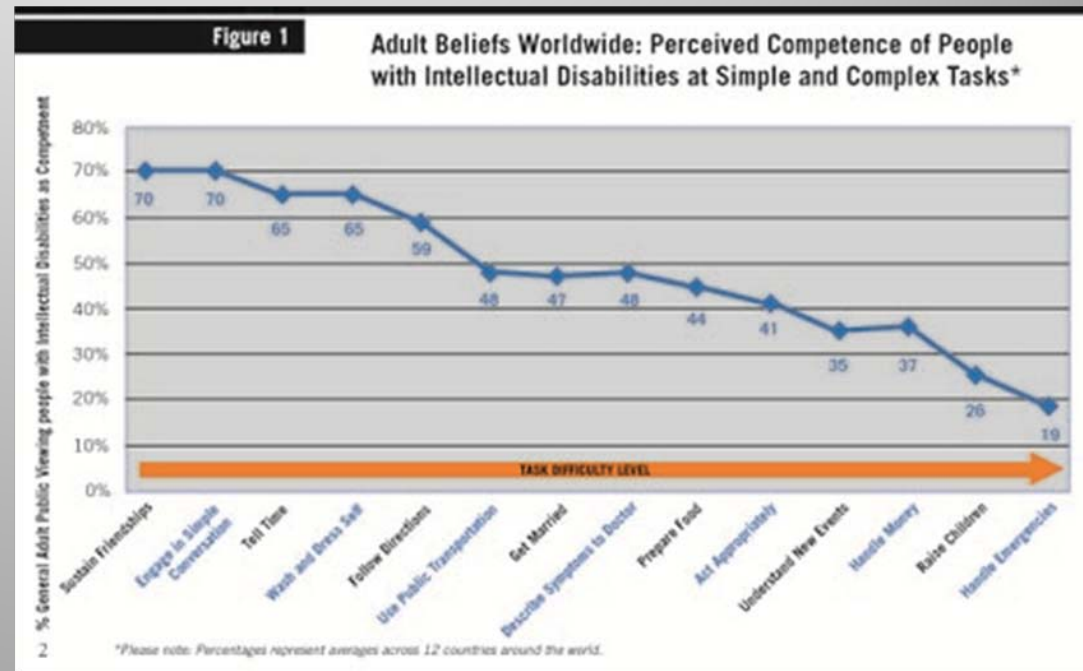
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and the human race.*

# What's in the Toolkit?

- Graphics (charts, photos)
- Quotes
- Making it Local
- CD with all content electronically
- Binder format for ease of adding new info.

“Because of Special Olympics, I am someone in society”

-- Florence Nabayinda, SO Int'l Global Messenger



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# When to use the Toolkit?

- Research data can enhance any message -- internal or external.
  - Publications/articles/web sites
  - Press releases/pitches
  - Donor pleas for support
  - Partnership pitches
  - Grant applications



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FOR IMMEDIATE RELEASE

Contact: Mandy Murphy  
Special Olympics Inc.  
+1 (202) 824-0227  
[mandymurphy@specialolympics.org](mailto:mandymurphy@specialolympics.org)

Nicole Nastacia  
Bank of America  
990.599.7252  
[nicole.nastacia@bankofamerica.com](mailto:nicole.nastacia@bankofamerica.com)

## Developing An Inclusive Workforce – A Town Hall

### *Special Olympics and Bank of America Present First-Of-Its Kind Discussion To Support Workforce Development for those with Intellectual Disabilities*

Washington D.C. – January 28, 2010 – Today, influencers in the area of employment of individuals with intellectual disabilities (ID) will convene in Washington, D.C. for a first-of-its kind workforce development town hall. Presented by Bank of America and hosted by Special Olympics (SOI), corporate leaders, government leaders, non-profits and advocates will come together for a day-long forum to discuss issues around employment of people with ID, paying special attention to the current economic climate.

Through its research, Special Olympics discovered that more than half (52%) of Special Olympics athletes over 18 in the United States hold jobs, a rate that is more than twice that of adults with intellectual disabilities overall. Both anecdotal evidence and social science research confirms that Special Olympics athletes gain self esteem, self confidence, social skills, friendships and health with their participation, all of which help lead to better job placement.

"We are excited to bring together leaders to further the discussion about this crucial issue," said Tim Shriver, Chairman and C.E.O., Special Olympics. "People with intellectual disabilities are an often overlooked group within society but they are essential to create a better and more diverse workplace. This town hall is only the first step to give those with ID the opportunity for the respect they deserve within the workplace."

Nearly one-third of people in the U.S. mistakenly think having a person with ID in the workplace will lower productivity and create accidents. In fact, research has shown that people with disabilities have average or better attendance rates, job performance and safety records. People with disabilities also have lower turnover rates.

"Workforce development is a critical issue facing our nation and it's important that conversations on improving the job market include adults with ID," said Michael Shriver, Business Support Executive, Bank of America. "With nearly 300 intellectually challenged associates employed in our Support Services group, we are pleased to take part in this town hall and encourage continued dialogue around the underemployment of individuals with intellectual challenges."

Formed in 1990, Bank of America's Support Services group provides the company's lines of business with innovative, responsive, and cost effective services in the areas of kitting and document fulfillment, digital printing, wide format printing, and screen printing. In addition to providing the company with a cost-effective internal resource, Support Services offers associates an integrated work environment, competitive salary and benefits and enhanced quality of life, increasing their opportunity to develop professionally and lead independent lives.

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# EXAMPLE: Press Release



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# EXAMPLE: Press Release

DEVELOPING AN  
INCLUSIVE  
WORKFORCE  
A TOWN HALL  
JANUARY 16, 2018, 10:00 AM EST



FOR IMMEDIATE RELEASE

Contact: Mandy Murphy  
Special Olympics, Inc. Nicole Nastacio  
Bank of America

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Special  
To:

Washington  
intellectual  
town hall,  
governme

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"Workforce development is a critical issue facing our nation and it's important that companies focus on improving the job market to include everyone," said Mandy Murphy, Business Support Executive, Bank of America.

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-more-



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# EXAMPLE: Powerpoint presentations

## Be A Catalyst

Timothy R. Shriver, Ph.D.  
Chairman of the Board, Special Olympics

January 28, 2010  
Developing An Inclusive Workforce: A Team Effort

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## Challenging Negative Attitudes



206,130 athl  
engaged in Uni

"We just don't see en  
enough like these  
ing. It's not just  
disabilities and para  
Special Olympics at  
London Football

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## Challenging Health Disparities

Findings from Past 4 World Games

HEALTH PROBLEM

Untreated Tooth Decay

Missing Teeth

Failed Hearing Tests

Low Bone Density

Eye Disease

Gait Abnormalities (feet)

Bone Deformalities

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## Challenging Health Disparities

Findings from Past 4 World Games

HEALTH PROBLEM	PERCENT (%)
Untreated Tooth Decay	45.7%
Missing Teeth	29.5%
Failed Hearing Tests	25.2%
Low Bone Density	13.4%
Eye Disease	11.3%
Gait Abnormalities (feet)	41.6%
Bone Deformalities	15.1%

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# EXAMPLE:

## Sponsorship Proposals

- Over 50,000 athletes with ID have received hearing services free of charge
- 25.2% of SO athletes fail hearing tests.
- Hearing tests provided for 1060 athletes at 2009 World Winter Games



LET THEM HEAR  
FOUNDATION



Special Olympics

Healthy Athletes  
Healthy Hearing

### Special Olympics Healthy Hearing and the Let Them Hear Foundation Sponsorship Proposal – 2010 Special Olympics USA National Games

#### Executive Summary

Special Olympics has grown to be one of the world's most powerful and effective social movements using sports and related services to change the lives of persons with intellectual disabilities, their families and their communities. At the center of Special Olympics are more than 2.5 million athletes with intellectual disabilities who compete in over 30 Olympic-type sports. Throughout the world, there are over 30,000 competitions annually in over 175 countries - and the movement continues to grow in reach and scope. Special Olympics enhances its core sports offering with initiatives focused on health, education, family support, self advocacy, public policy and research. Together, these programs have enabled Special Olympics to become one of the world's most admired and respected global not-for-profit organizations dedicated to the simple value proposition that every person can make a contribution to his or her community, and that every community should be a place of acceptance, dignity and inclusion for all.

The Special Olympics Healthy Athletes program, officially launched in 1997, represents the largest global public health screening program dedicated exclusively for persons with intellectual disabilities. Comprised of seven clinical disciplinary screenings, Healthy Athletes has helped provide life changing health services for perhaps the world's most vulnerable population. In addition, Healthy Athletes helps both educate and sensitize volunteer health care professionals as to the unique health needs and conditions that persons with intellectual disabilities often have. Through a Train-the-Trainer model, tens of thousands of health care professionals have joined the ranks of the Healthy Athletes program in an attempt to better the health status of those with intellectual disabilities, as well as gain specialized training in various health areas.

#### Healthy Hearing and the Let Them Hear Foundation

The Healthy Hearing program is one of seven Healthy Athletes programs and represents one of the most advanced screening protocols of this global public health program. Designed to assess and report the prevalence of hearing loss among Special Olympics athletes, Healthy Hearing has helped place strong emphasis and attention on the hearing health care needs of persons with intellectual disabilities. In



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# The Future of the Program Toolkit



- Online version to be developed
  - Customized data, fact sheets
  - Templates
- Updates to print version sent as numbers are updated, new research becomes available



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# How you can Help!

- Program toolkit is constantly evolving
- Feedback on what data you need
- Sharing successful uses of data
- Assistance with research projects



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